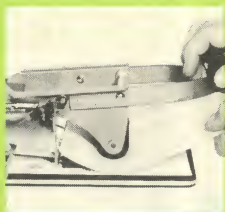


For STATEMENTS

Here a Press-On Master Patch has been attached to an accounts receivable ledger card for heading statements. In a like manner, a master can be attached to any related record to write name and address or other repetitive data.



For SELECTIVE MAILING LISTS

Here an address master gummed label No. 15 is attached to a needle sort card for addressing of a highly selective book list. With the needle sort, a few of the "right" prospects can be selected quickly from many thousands of cards.



For ROUTINE ADDRESSING

Here gummed shipping labels are being imprinted from a paper master. In a like manner, the Model 60 will personalize checks, head bills of lading, or do a multitude of other routine duplicating jobs where only a limited amount of copy is required.



For HOSPITAL RECORDS

Here a patient's name and room number is printed on a hospital charge slip. The master is a No. 23 holder card with address slip inserted. The nurse removes the card from a rack and imprints on forms or charts as required. This form of master is convenient for addressing checks, heading timecards, forwarding inquiries, making service follow-ups, etc. Address cards can be filed in 3 x 5 card trays.



OTHER *Master Addresser* PRODUCTS

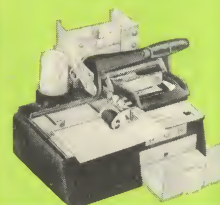
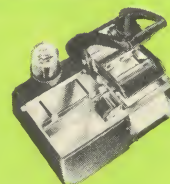
Spirit Process Addressing Machines

MODEL 25 . . . prints from paper tapes.

MODEL 40 . . . prints from paper tapes.
Has automatic tape advance.

MODEL 99 . . . prints from address file cards with record-keeping area. Feeds address cards and envelopes into printing position automatically.

MODELS 40-H—99-H . . . foot-operated table models of the Models 40 and 99. For larger lists.



Spirit Process Duplicators

America's lowest-priced liquid duplicators. Letter or Legal size. Portable. Complete with handy carrying case and supplies.

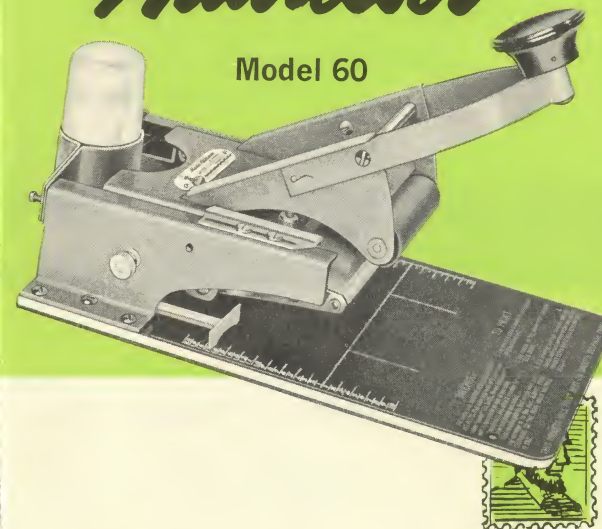


MASTER ADDRESSER CO.

6500 West Lake St. • Minneapolis 26, Minn.

Master Addresser

Model 60



Makes "easy work"
of addressing
monthly statements

Prints from a press-on master patch

LEDGER CARD NO. _____

NAME: John F. Smith
 ADDRESS: 3266 Fifteenth Ave. S.
 CITY: Minneapolis, Minn.
 Acct. No. 257

RATING: _____ CREDIT LIMIT: _____ SALESMAN: _____

DATE	REFERENCE	CHARGES	CREDITS	BALANCE
FORWARDED				
JAN 10 '60		4.55+		39.55-
JAN 10 '60		35.00+		
FEB 15 '60				
MAR 5 '60		3.45+		
59.55+				

FROM THIS TO THIS IN A SECOND

STATEMENT

Master Addresser Co.
 "It even simplifies the first addressing"
 6500 West Lake Street Minneapolis 16, Minn.

John F. Smith
 3266 Fifteenth Ave. S.
 Minneapolis, Minn.
 Acct. No. 257

TERMS: 1% 10 DAYS—NET 30 DAYS FROM DATE OF INVOICE

DATE	REFERENCE	CHARGES	CREDITS	BALANCE
BALANCE BROUGHT FORWARD				4.55+

ATTACHED TO YOUR
RECORD OR LEDGER CARDS



NO PLATES
NO STENCILS
NO INKS

... WITH THE MODEL 60

Master Addresser

SPIRIT PROCESS ADDRESSER

A SIMPLE SYSTEM TO INSTALL

Just type a name and address on a Press-On Master Patch and attach it to your record card. Press-On Master Patch fits record cards of almost any size, shape, or form. Combines printing medium and record files in one. It's almost as if every record card carried its own rubber stamp.

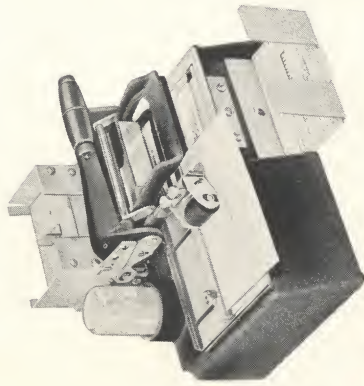
A VERSATILE MACHINE

The Model 60 Master Addresser can be adapted to almost any repetitive writing job. Prints from paper masters you prepare in your own typewriter. No special attachments needed. Ideal for writing repetitive information on a selective basis.

SAVES TIME, PREVENTS ERRORS

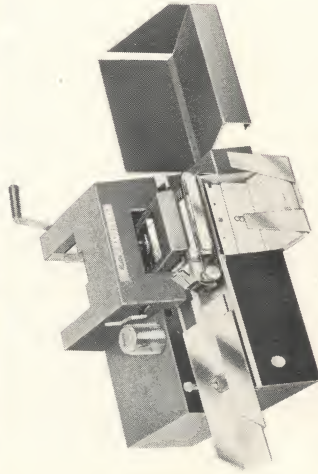
USE FOR ADDRESSING: Statements, direct mail, service follow-ups • IMPRINTING timecards, checks, personnel forms, shipping tags and labels • HEADING requisitions, purchase orders, file cards, folders, hospital cards • REPRODUCING signatures, addresses, small forms, directions, specifications.

ADDRESSES YOUR STATEMENTS IN 1/3 THE TIME



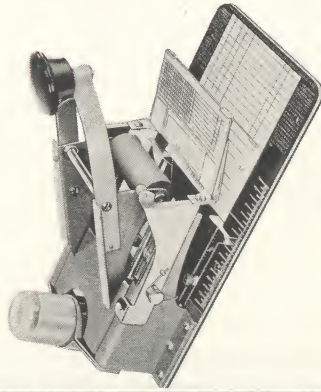
MODEL 99

Addresses from "Penny Masters" in 3 x 5 holder cards. Features "Automatic Drive," that moves mailing pieces into printing position. Automatic address card feed. Each address card can be read before printing, can be skipped or repeated. File index guides can be run through machine.



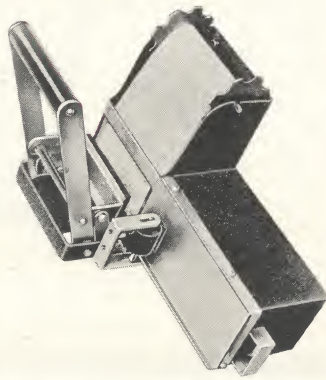
MODEL 200 Auto-Manual

Addresses from "Penny Masters" in 3 x 5 cards. Envelopes or any mailing pieces move through the moistening rolls and into printing position automatically as pressure is applied with one simple pull of handle. As handle releases, printed pieces are automatically ejected into receiving tray. Also available in electric Model 400.



MODEL 60

Addresses from Press-on "Penny Masters" or "Penny Masters" in 3 x 5 holder cards. The Model 60 is designed for any repetitive writing job. Addressing can be done from practically any kind of record or file card. So versatile—it's like having an unlimited number of rubber stamps at your finger tips.



MODEL 25

Addresses from "Penny Masters" on 500 Name Roll. This is the original spirit process addressing machine. The Model 25 is the lowest priced mechanical addresser on the market. Manual envelope feed and tape advance. Also available automatic tape advance Model 40.



Master Addresser Spirit Process Addressing Systems are clean, easy to use, economical to operate. Address all types and sizes of mailing pieces — up to 2000 per hour. Select the ideal, low-cost addressing system for your business or organization.

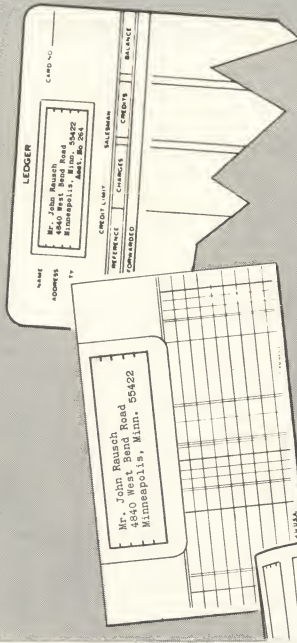
MASTER ADDRESSER COMPANY

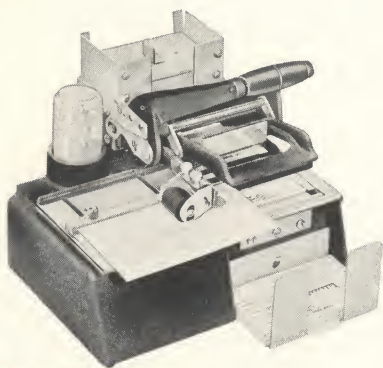
6500 West Lake Street, Minneapolis 26, Minnesota

"PENNY MASTERS"

economical, easy-to-use
addressing systems

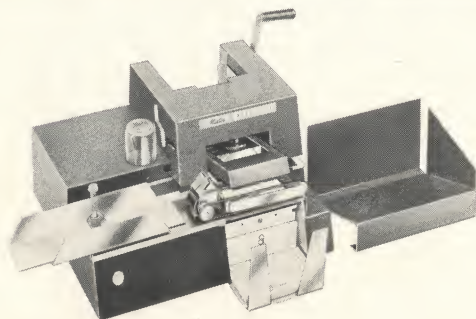
SAVE TIME
and
MONEY





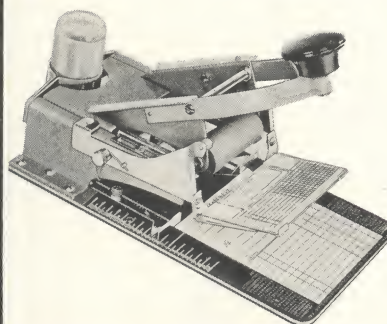
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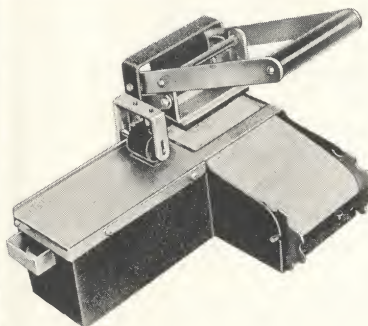
MODEL 200 Auto-Manual

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MASTER ADDRESSER COMPANY

6500 West Lake Street, Minneapolis 26, Minnesota

Form No. ES-PM

"PENNY MASTERS"
economical, easy-to-use
addressing systems

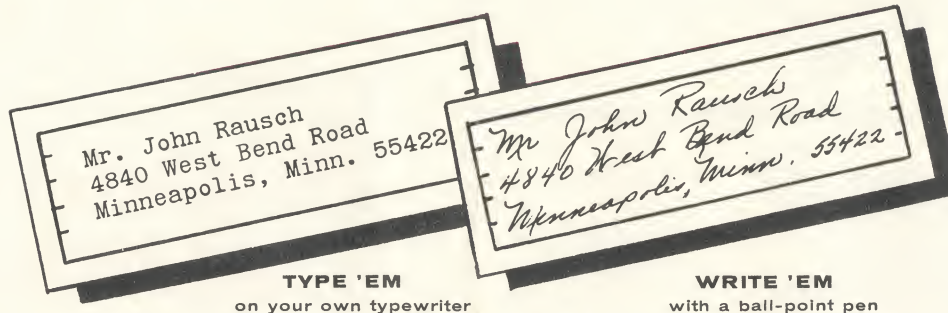
**SAVE TIME
and
MONEY**



You Can Save Time and Money with

"PENNY MASTERS"

If you mail three times or more to the same list...



TYPE 'EM
on your own typewriter

WRITE 'EM
with a ball-point pen

"PENNY MASTERS" ARE ECONOMICAL, EASY-TO-USE PAPER ADDRESSING PLATES THAT ADDRESS ENVELOPES AND MAILINGS INEXPENSIVELY MONTH AFTER MONTH, FOR YEARS!

SAVE TIME

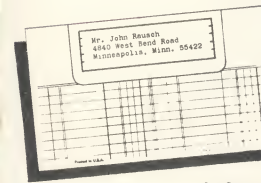
Type or write each name just once — on a "PENNY MASTER" — and your mailing list is ready to use. "Penny Masters" are typed in seconds in your own office on any office typewriter. No special attachments needed. "Penny Masters" are so simple to prepare any typist can do the job with ease.

SAVE MONEY

If you now pay 8¢, 10¢, 12¢ each for your present addressing plates, "Penny Masters" can save you from 6¢ to 10¢ per name. That's a saving of \$60 to \$100.00 on a 1000 name list. Address changes or adding names to the list costs even less and can be done *at once* — in your own office.

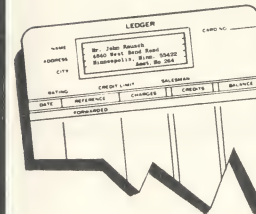
"Penny Masters" and the Master Addresser System cut your addressing costs.

"PENNY MASTERS" ARE VERSATILE



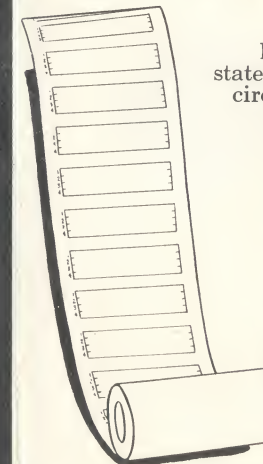
"PENNY MASTERS" in 3 x 5 Card Holders

Prints from individual "Penny Masters" in separate 3 x 5 card holders. This card has ample area for record information, credit notes, record of payments, etc. Cards come in sturdy file box, 500 names per box. No extra files required.



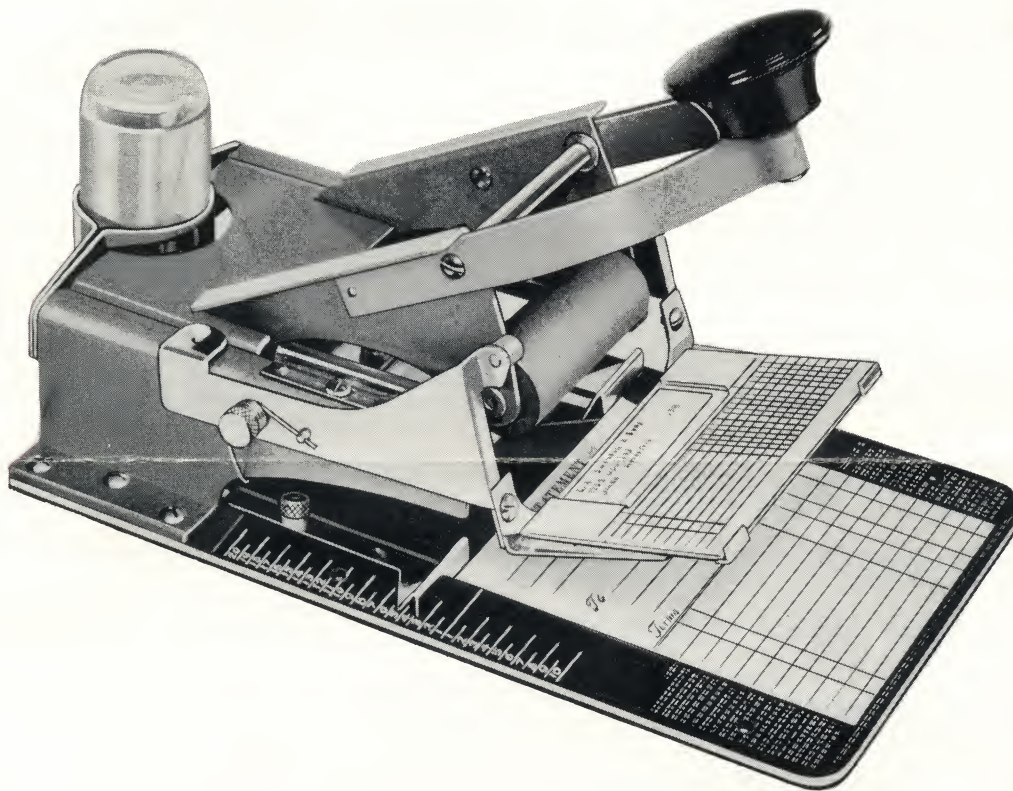
"PENNY MASTERS" attach to your record cards

Adhesive backed Press-on "Penny Masters" attach to your record or ledger cards — combines addressing with record keeping. Ideal for addressing statements, reminders, envelopes, circulars, etc. Eliminates wrong addresses, misspellings, etc.



"PENNY MASTERS" on 500 Name Rolls

The "Penny Master" roll addressing system is ideal for mailing lists with few changes, "occupant" lists, or short term promotion lists. America's lowest cost mechanical addressing system.



Model 60 *Master Addresser*

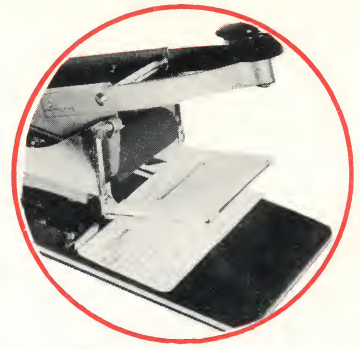
**AN EXCITING NEW TOOL FOR SAVING TIME
IN THE OFFICE!**

So versatile it can be adapted to almost any repetitive writing job—up to 13 typewritten lines 3" long! So flexible that it will print from a simple paper master which may be used separately or attached to almost any record card! Engineered to make the highest quality reproductions with the utmost simplicity of operation! So inexpensive that the smallest office can afford it.

If you will need to repeat it, type it on a paper master. Reprints can be made with complete accuracy and in a small fraction of typing time. Lay the master on the tray of the Model 60 Master Addresser and make one or several copies. Then file the master for additional use a week from now or a year from now. Attach the master to a related record of any size; or file it separately in a card file. It's like having an unlimited number of rubber stamps at your finger tips!

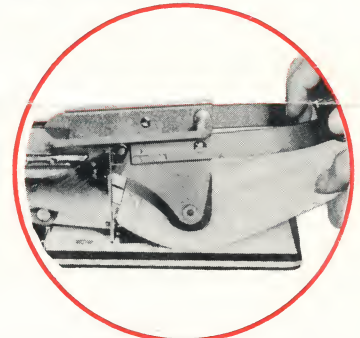
Prints are made by the same rotary printing action as in the conventional liquid duplicator. Any untrained operator can make the highest quality reproductions on cards, envelopes, statements, checks, or other office forms as required.

Accounts receivable, accounts payable, payroll, and advertising—each of these departments can save the small cost of this machine in a short time.



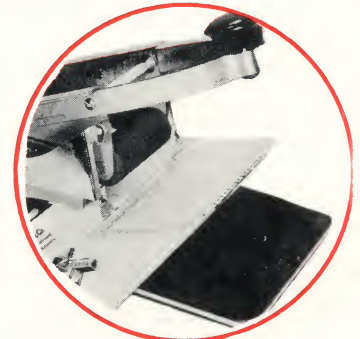
Here a patient's name and room number is printed on a hospital charge slip. The master is a No. 2 holder card with address slip inserted. The nurse removes the card from a rack and imprints forms or charts as required.

This form of master is convenient for addressing checks, heading time cards, forwarding inquiries, making service follow-ups, etc. Address cards can be filed in 3 x 5 card tray.



Here an address master has been attached to accounts receivable ledger card for heading statements. The No. 16 gummed address label has protective flap to prevent smudging in the file.

In a like manner, a master to write name and address or other repetitive data can be attached to any related record.



Here an address master gummed label No. 15 attached to a needle sort card for addressing of highly selective book list. With the needle sort, few of the "right" prospects can be selected quickly from many thousands of cards.



Here gummed shipping labels are being imprinted from a paper master. In a like manner the Model 60 will personalize checks, head bills of lading, do a multitude of other routine duplicating jobs where only a limited amount of copy is required.



**ASK YOUR DEALER FOR A
DEMONSTRATION**

NO STENCILS • NO PLATES • NO RIBBONS • NO INK

SPECIFICATIONS — MODEL 60 *Master Addresser*

SIZE—Occupies desk space 7" x 13". Height overall 7".

WEIGHT—7½ lbs. net. Shipping Weight—Approximately 10 lbs., individually cartoned.

FINISH—Baked enamel. Base rubber covered to prevent scratching of desk.

DESIGN—A compact desk unit which can be used continuously or placed at the rear of the desk area for intermittent use as desired.

PROCESS—Prints are made by spirit transfer process. As printing head is operated, a small area of the sheet to be imprinted is moistened with spirit fluid and the master sheet is pressed against the moistened surface. Each print removes a small portion of hecto carbon from the address master.

OPERATION—Master is laid on tray of machine and print is made instantly by a stroke of the handle. No time required for attaching or detaching master.

PRINTING AREA—With regular master tray, a maximum of 8 lines 3" long. With special master trays, up to 13 lines x 3" long.

MASTERS—Master can be a part of or attached to any card or sheet size 3" x 5" or larger.

MARGIN ADJUSTMENT—Top line imprinted can be registered on top margin of sheet, or bottom line can be registered up to 5¼ inches from top of sheet. Lateral adjustment is unlimited. There is no limit to size of sheet to be imprinted.

PRINTING SCALE—Scale calibrated in typewriter lines is printed on rubber bed plate for easy alignment of piece to be imprinted and setting of margin guides.

FLUID RESERVOIR—4 oz. bottle with valve for easy loading.

ROLLER MOISTENING—ROLLER PRINTING—For the best quality impressions and the most impressions from the master.

SPECIAL TRAYS—Standard master tray fits 3" x 5" address card. It can also be used for other sizes by holding master in position while operating. Special trays to hold cards of other sizes available on order.

INSTRUCTIONS—Simplified operating instructions are printed on bed of the machine. Detailed instruction book also furnished.

GUARANTEE—Guaranteed for 2 years against defects of workmanship and material, rubber or felt parts excepted.

DISTRIBUTED BY:



Manufactured by: **MASTER ADDRESSER COMPANY** Minneapolis 26

RETAIL PRICE LIST

Master Addresser Company

ADDRESSING MACHINES PRINTING FROM INDIVIDUAL MASTERS

Model 60	Master Addresser	Retail: \$60.00	Plus 6% F. E. Tax
Model 99	Master Addresser	Retail: 99.50	Plus 6% F. E. Tax
Model 200	Master Addresser	Retail: 195.00	Plus 6% F. E. Tax
Model 400	Master Addresser	Retail: 385.00	Plus 6% F. E. Tax
Model 460	Master Addresser	Retail: 465.00	Plus 6% F. E. Tax
Stacker	Attach for Model 460	Retail: 50.00	Plus 6% F. E. Tax

SUPPLIES

<u>ITEM NO.</u>	<u>DESCRIPTION</u>	<u>PRICES</u>
Item #17	Printing Fluid-Pints	\$.75
Item #18	Printing Fluid-Quarts	1.35
Item #19	Printing Fluid-Gallons	3.50
Item #2122	Address Master Units (Each unit perforated for separation into 4 address slips.) Per box of 125 (500 slips)	5.00
Item #2122B	Address Master Units (Black)	6.00
Item #21	Address Slips (Box 500)	1.50
Item #22	Address Carbon (box 500 regular purple)	1.50
Item #22B	Address Carbon (box 500 color-sealed black)	1.85
Item #22CTP	Address Carbon (box 500 color-sealed purple)	2.00
Item #23	Holder Cards (box 500 plain white)	5.00
Item #23-S1	Holder Cards (box 500 straight line ruled)	6.70
Item #23-S2	Holder Cards (box 500 two col. ledger ruled)	6.70
Item #23-S3	Holder Cards (box 500 three col. ledger ruled)	6.70
Item #23-SH	Holder Cards (ruled for shoe dealers)	6.70
Item #23-TBA1	Holder Cards (ruled for T. B. Assoc.)	6.70
Item #23	Colored Holder Cards (Pink, blue, green, salmon, canary or brown) Not printed	5.75
Item #23	Colored Holder Cards (ruled S1, S2, S3)	7.45
Item #23-46	Holder Cards (box 500 4" x 6" Plain)	10.00

(over)

<u>ITEM NO.</u>	<u>DESCRIPTION</u>	<u>PRICES</u>
Item #24-25	Index Guides (25 Division A-Z)	2.75
Item #24-50	Index Guides (50 Division A-Z)	5.25
Item #24-P	Index Guides (box 100 Plain)	9.00
Item #26	Master Units (3 x 5 purple units)	2.50
Item #26S	Master Units (4 inch purple)	2.50
Item #27	Master Units (package 100, 4" deep)	3.00
Item #28	Press On Master Patch (box 500) Laminated, with protective flap. Use #22 series carbon above.	8.00
Item #28X	Press On Master Patch (box 500) Without flap with regular carbon	7.50
	with seal treated purple carbon or black	8.00
Item #28Z	Press On Master Patch (box 500) Without flap, adhesive on back for application to die cut record cards. with regular carbon	7.50
	with seal treated purple carbon or black	8.00
Item #29X	Master Patch Units (glue on front)	7.50
Item #29Z	Master Patch Units (glue on back)	7.50
Item #112	Master Hand Cream (8 oz. jar)	.60
Item #CS405	Die Cut Ledger File Folders (100)	7.50
Item #CS406	A-Z Index Guides (for above)	5.00
Item #CS410	Steel Filing Tray (for above 2 items)	13.50
Item #166-D 17-4	Master Tray (for 4" Masters)	1.25
	Empty Holder Card Boxes	.50

Prices on special printed Holder Cards on request

ALL PRICES F.O.B. FACTORY - MINNEAPOLIS 26, MINN.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

MASTER ADDRESSER COMPANY 6500 West Lake Street MINNEAPOLIS 26, MINNESOTA

Master Addresser



C O M P A N Y

SEP 21 1964

6500 WEST LAKE STREET • TELEPHONE WA 6 1823 • MINNEAPOLIS 16, MINNESOTA

Mr. Joe Adragna
Master Addresser of N.Y.
401 Broadway
New York, N.Y.

Thank you, Mr. Inquirer,

For your interest in Master Addresser products.
We have referred your inquiry to our representative whose name appears above.

He will, in turn, refer it to the dealer nearest you who has a stock on hand.

Meantime, a sample of the work is enclosed, and the envelope in which this material is forwarded was addressed by the Master Addresser. Circulars describing the Master Addresser, Postmaster, and Master Portable Spirit Duplicator are enclosed.

Won't you please let us know if we, here at the factory, can supply additional information?

Cordially yours,

MASTER ADDRESSER CO.

AJW:sw
Enclosures

A. J. Wright